

Fiscal impact reports (FIRs) are prepared by the Legislative Finance Committee (LFC) for standing finance committees of the NM Legislature. The LFC does not assume responsibility for the accuracy of these reports if they are used for other purposes.

Current FIRs (in HTML & Adobe PDF formats) are available on the NM Legislative Website (legis.state.nm.us). Adobe PDF versions include all attachments, whereas HTML versions may not. Previously issued FIRs and attachments may be obtained from the LFC in Suite 101 of the State Capitol Building North.

## FISCAL IMPACT REPORT

SPONSOR Balderas ORIGINAL DATE 2/01/06  
LAST UPDATED \_\_\_\_\_ HB 397  
SHORT TITLE Marketing of La Llorona Film SB \_\_\_\_\_  
ANALYST Earnest

### APPROPRIATION (dollars in thousands)

Appropriation		Recurring or Non-Rec	Fund Affected
FY06	FY07		
	\$450.0	Recurring	General Fund

(Parenthesis ( ) Indicate Expenditure Decreases)

### SOURCES OF INFORMATION

LFC Files

Response Not Received From  
Economic Development Department (EDD)

### SUMMARY

#### Synopsis of Bill

House Bill 397 appropriates \$450 thousand from the general fund to the Economic Development Department to market and promote the film *The Cry*, based on the legend of La Llorona.

### FISCAL IMPLICATIONS

The appropriation of \$450 thousand contained in this bill is a recurring expense to the general fund. Any unexpended or unencumbered balance remaining at the end of fiscal year 2007 shall revert to the general fund.

### SIGNIFICANT ISSUES

A new film based on the legend of La Llorona is scheduled to premier April 22 at the National Hispanic Cultural Center in Albuquerque. "The Cry," written by two New Mexicans, was filmed in Taos and New York. Originally scheduled to be filmed entirely in New Mexico, the producers had trouble financing the project in the state and had to move to New York.

The Film Office of the Economic Development Department is charged with attracting film production companies to New Mexico and assisting them in financing, locating, and hiring labor for

their projects. The office is not involved in film distribution or promotion.

**CONFLICT, DUPLICATION, COMPANIONSHIP, RELATIONSHIP**

The bill relates to Senate Bill 459, appropriating \$600 thousand to NM Highlands University for the same purpose.

BE/mt